

Small market broadcasters serve 51% of the population of the United States. Coincidentally they make up 51% of the radio stations in the United States. We operate much differently than our big brothers in the big cities and large metro areas. The FCC talks about community service... in small market broadcasting we HAVE to serve the communities we live in, or we die. In general a small market radio station is one step above (in some cases) a mom and pop operation. We deal with all of the regulation our big brothers do, and pay spectrum fees that are from 100 to 1000 times larger than those of Large market broadcasters (based upon people served under our signals vs those in larger markets). We must figure out how to handle each of the new mandates handed down by the FCC with a staff the size used to run a small convenience store.

This latest proposed regulation concerning logging is far more difficult than it seems on the surface. Our stations need to be somehow recorded and storage allocated for such materials. Has anyone thought about what we are really talking about here? If it is to be tape, go to a local police department and take a look at how much tape that is. Sure this is the age of digital, but what software/hardware configuration can handle the daily terabytes of information that will be created?

This proposal is yet another knee jerk reaction to something that happened in a larger market (Janet Jackson, Howard Stern, Bubba the Love Sponge, Andie and Opie) and now those of us in the smaller markets are going to be asked to once again shoulder a large share of the cost of closing the barn door now that the horses are gone.

Please come out of the belt way and see a small market operation. Spend some time here and see the many mom and pop businesses that struggle each day to make payroll, pay our taxes (and spectrum fees), comply with local, state, federal and FCC regulation and still try to make a few bucks return on our life savings that are our businesses.

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